GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

ITE&C Dept - Promotions Wing – Allotment of 4.45 Acres of land to M/s. Phenom People Private Limited at Visakhapatnam for setting up an IT/ITeS campus, and consideration of the project under the AP IT & GCC Policy (4.0) 2024-29 for extending incentives towards a proposed investment of INR 207.5 crores with an employment potential of 2500 jobs – Orders –Issued**.**

INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATION [IT,E&C] (PROMOTIONS) DEPARTMENT

G.O.MS.No.31 Date: 01.08.2025

Read the following

1. G.O.Ms.No.9 IT, E&C (Promotion Wing) Department, dt: 12.12.2024.
2. The proposal of M/s. Phenom People Private Limited , dt: 27.05.2025
3. NF.No. APIIC-17/149/2025-ASSET MGMT-APIIC, dt: 28.06.2025
4. Minutes of State Investment Promotion Committee Meeting, dt: 12.07.2025
5. Minutes of State Investment Promotion Board Meeting, dt: 17.07.2025
6. U.O.No.267/2025, Date: 24.07.2025 of G.A. (CABINET) Department.

*****

ORDER:

Post the bifurcation of the erstwhile state of Andhra Pradesh, the residual state was deprived of its principal economic and financial hub Hyderabad, which historically served as the nucleus for information technology, industrial and commercial activities. To restore economic balance and attract substantial investments, it is crucial to develop alternative high-growth economic zones like Visakhapatnam. Initiatives such as offering land at subsidized rates can accelerate this development, positioning Visakhapatnam as a new economic powerhouse for the State.

2. Visakhapatnam (Vizag) has emerged as a prominent IT hub, thanks to its strategic location, excellent connectivity, and well-developed infrastructure. The Government initiatives such as the development of IT parks and special economic zones drew major IT companies to the region. With continued government support and a talented workforce, Vizag is poised to attract even more IT investments and further solidify its position as a leading technology center in India.

3. In the reference 1, the Government of Andhra Pradesh issued the Andhra Pradesh IT & GCC Policy (4.0) 2024-29 to strengthen infrastructure (Co-working and neighborhood spaces), boost employment, and attract global IT firms and GCCs including Fortune 500 companies.

(P.T.O)

4. In the reference 2, M/s. Phenom People Private Limited informed that *"…the core offering is an AI-powered Intelligent Talent Experience platform and has operations in countries like United States of America, Netherlands, Israel, United Kingdom and Germany. M/s Phenom has submitted a proposal to set up IT/ITeS campus with a cumulative investment of INR 207.5 Cr., potentially creating 2500 jobs in Visakhapatnam".*

5. In the reference 3, the APIIC identified 0.45 acres land at Madhurawada and 4 acres of land at Rushikonda IT park, in Visakhapatnam district. The Andhra Pradesh Economic Development Board (APEDB) after evaluating, recommended the proposal to the Consultative Committee on Information Technology and Electronics investments (CCITEI). The CCITEI, in the meeting held on 21.07.2025 forwarded the proposal to the SIPC (State Investment Promotion Committee). In its meeting held on 22.07.2025, the SIPC approved the same, and recommended that the proposal be placed before State Investment Promotion Board (SIPB).

6. Accordingly, the proposal was placed before the SIPB meeting which was held on 17.07.2025. The SIPB based on the recommendations from SIPC decided as follows:

> *a) Approval for allotment of 0.45 acres of land at Plot No. C1A, Hill No.2 (Non SEZ), Madhurawada, Visakhapatnam District and 4 acres of land at Plot No. 15B and 15C, Hill No. 4, Rushikonda IT Park, Visakhapatnam District, to M/s. Phenom People Private Limited at a rate of INR 4.05 Crores (4 Crores and 5 lakhs only) per acre, upon a condition that the company operationalizes within 12 months (in one of the campuses) from the date of allotment and generates 1250 jobs in two years and 1250 jobs in the next two years (in both the campuses) from the date of allotment of land.*
>
> *b) Approval of the project under AP IT & GCC Policy (4.0) 2024-25 for extending the incentives as per the policy, as recommended by CCITEI.*

7. The Government after careful examination of the proposal and keeping in the view the recommendations the SIPB and the Honorable Council of Ministers, hereby approves for allotment of 0.45 acres of land at Plot No. C1A, Hill No.2 (Non SEZ), Madhurawada, Visakhapatnam District and 4 acres of land at Plot No. 15B and 15C, Hill No. 4, Rushikonda IT Park, Visakhapatnam District, to M/s. Phenom People Private Limited at a rate of INR 4.05 Crores (4 Crores and 5 lakhs only) per acre, on the condition that the company operationalizes within 12 months (in one of the campuses) from the date of allotment, generates 1250 jobs in two years and yet another 1250 jobs in the next two years (in both the campuses) from the date of allotment of land. Proportional expenditure plan shall also be submitted for the employment targets set in the project . Also, the approval for the project is given under AP IT & GCC Policy (4.0) 2024-25 for extending the incentives as per the policy. This allotment is for establishing IT/ITeS campus with proposed investment of INR 207.5 crore and the potential to generate employment of 2500 individuals.

(Contd..3)

8.The MD, APTS and the VC and MD, APIIC shall take necessary action.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHASKAR KATAMNENI
SECRETARY TO GOVERNMENT

To
M/s. Sify Infinit Spaces Limited
The Spl. Chief Secretary to Government, Revenue (CT) Department
The Secretary to Govt., Industries and Commerce Dept.
The Principal Secretary to Government, Finance Department
The Principal Secretary to Government, Energy, I&I Department
The Principal Secretary to Government, MA&UD Dept.
The Director, Industries, Andhra Pradesh
The VC&MD, APIIC Ltd, Vijayawada.
The CEO, APEDB, Mangalagiri.
The MD, APTS, Vijayawada
The District Collector and Magistrate, Visakhapatnam District.
The Commissioner, GVMC, Visakhapatnam.
The Commissioner, VMRDA, Visakhapatnam.
The VC&MD, VUDA, Visakhapatnam.
The CMD, APEPDCL, Visakhapatnam.

Copy to:
The OSD to Hon'ble Minister for Information Technology, Andhra Pradesh
The DC, VSEZ, Visakhapatnam
The PS to Principal Secretary to Hon'ble Chief Minister
The Director, Airport Authority, Visakhapatnam
The LET & F (Employment) Department.
The Law (B) Department
The GM, DIC, Visakhapatnam
The ZM, APIIC, Visakhapatnam
The ZM, APIIC, Special Projects Zone, Visakhapatnam.
The P.S. to Secretary to Government & CIP
The P.S. to Secretary/Special Secretary to Government, IT, E&C Department
SC/SF

//FORWARDED::BY ORDER//

SECTION OFFICER